



DISTRICT OF COLUMBIA
PUBLIC SCHOOLS

Sustaining DC Education Reform

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Sustainability will only come with widespread support

Goal:

Generate vocal, active, widespread support for education reform in DC public schools, so that reform is sustainable

Assumptions:

- Many constituents support DCPS but are not vocal in this support. This is our primary target audience – these are our champions.
- Rather than push information to this audience, we want to pull them in and engage them from the start.
- To maintain ongoing support, actions must be meaningful, effortful, voluntary, and public.*

Specific factors prevent supporters from mobilization

Factors Preventing a Mobilized, Positive Voice

1

Unclear action steps for engaged citizens



2

Uncertain future tied to Mayor Fenty and Chancellor Rhee



3

Minimal awareness of reform



Three Key Initiatives

Engage & Empower

Legacy, not Legend

Inform before Reform

*“Our Children,
Our Opportunity”*

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Engage and Empower



DCPS must Engage and Empower supporters

Challenge

- Supporters receive information, but lack a public venue to act and show support
- Parents do not have a central, interactive location to tune into their student's educational experience



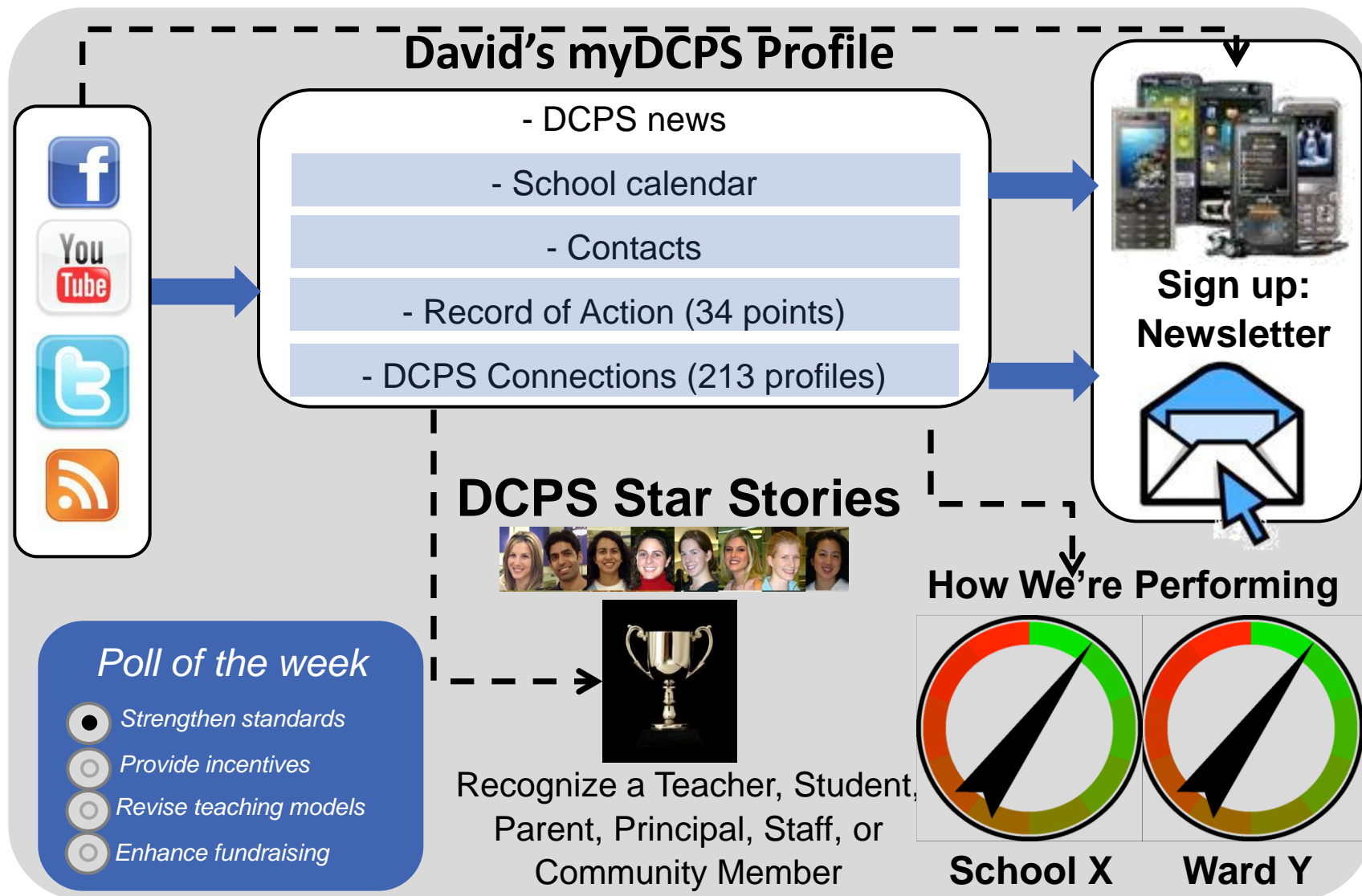
Proposed Solution

- Empower others to market/champion cause
- Share DCPS' stories
- Build a community that can be nurtured
- Provide incentives for action






Create myDCPS, a dashboard for parents, community






Pull supporters to myDCPS and engage them

**DISTRICT OF COLUMBIA
PUBLIC SCHOOLS**

Email Address
Zip Code **SIGN UP**


 **ABOUT DCPS** **ISSUES** **VOLUNTEER**

Share your story!

Jessica [Add to Friends](#) | [Report to Admin](#)

PROFILE

Location Ward 3
Why I support DCPS
Helping my child succeed
Issues: equality / civil rights; civil liberties / privacy; peace & social justice; foreign policy / security; economic fairness / security; environment / conservation; smart energy policy; public infrastructure / transportation; good government / ethics; electoral reform; affordable health care; education
Registered to Vote: Yes
I help coordinate online organizing for the campaign.



1/10
Activity Index
[Details](#)

MAKING A DIFFERENCE [What's This?](#)

ACTIVITIES
[All](#) [7 Days](#) [30 Days](#)



Parents Called	9
Meetings Attended	15
Letters Written	324
Doors Knocked	0
Number of blog posts	18
Donors to your personal fundraising	32
Amount raised	\$1,710.00

Wish List

Community
[My Neighborhood](#)
[My Groups](#)
[My Friends](#)
[Find Friends](#)

Events
[Find Events](#)
[Host an Event](#)
[Manage my Events](#)

Fundraising

BLOG [View Blog](#)  



Legacy, not Legend

DCPS must build a legacy, not a legend

Challenge

- Sustainability of school reform tied to election politics
- CBOs and individuals are unable to plan long-term and may be afraid to speak up



Proposed Solution

- Build a strong brand focused on student achievement and the DC community
- Leverage the brand in all marketing to outlast Mayor Fenty's and Chancellor Rhee's administrations

Brand should embody student achievement and opportunity



Our Children.

Our Schools.

Our Community.

Our Opportunity.

*Messaging based on
"Community"*



Reusable bags,
bracelets, bumper
stickers

Visual/Active Support of DCPS

- Reusable shopping bags (distribute to parents at start of school year; partnership with Target, Giant, Safeway)
- Bumper stickers
- Our Children, Our Community bracelets

Target Media Stories

The Washington Post

- Success stories in local and national media
- District Knowledge Network and YouTube to publicize successes



Inform before Reform



Create capacity and prioritize: Inform before Reform

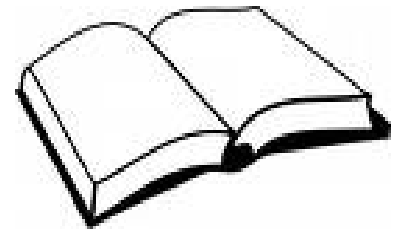
Challenge

- Information about reform efforts is not shared with key stakeholders
- Lack of knowledge share creates confusion, frustration, and mistrust



Proposed Solution

- Publicize the reform plans in a format that is friendly to both parents and teachers
- Create Crisis Management and Communication Team





Make information accessible to parents, teachers, community



- Transform current DCPS strategic plans into a reader-friendly document
- Near-term plan on the myDCPS dashboard and in Parent Appreciation Packs
- Empower parents and community advocates by encouraging them to manage community forums

Create Crisis Management & Communication Team to manage public perception of significant, late-breaking reforms

- Enable team to disseminate information on key decisions as soon as it becomes available, striving to provide the public with as much prior notice as possible
- All communications, all reasons for reform, should connect back to the students and the success of the schools.



Implementation Plan & Metrics



Engage and Empower: High-level plan

Key Initiatives

- myDCPS Dashboard
 - ✧ School Calendar
 - ✧ Points System
 - ✧ Project/Funding Wish List
 - ✧ DCPS Star Stories

Public Benefit

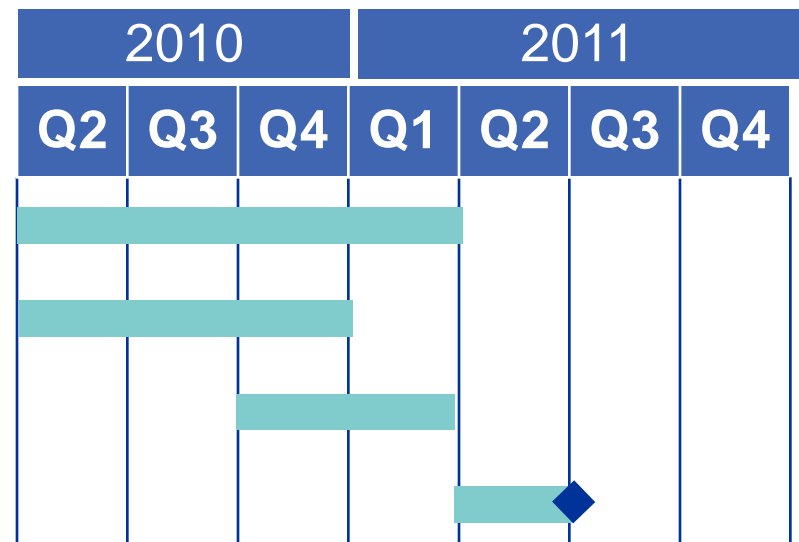
- Drives accountability
- Creates positive PR

◆ Milestone

Develop Dashboard

- Create tool
- Pilot and revise

Launch Dashboard



- Parent Appreciation Packs
 - ✧ Reusable Bags
 - ✧ Bracelets
 - ✧ Bumper Stickers
 - ✧ Written Material

- Shows support publicly
- Creates positive PR

Design Parent Packs

Launch Packs

[illegible]



Inform before Reform: High-level plan

Key Initiatives

- Parent-Friendly Strategic Plan
- Crisis Management & Communication Team

Public Benefit

- Triggers dialogue
- Involves community

◆ Milestone

Parent-Friendly Plan
Crisis Management Team

2010			2011			
Q2	Q3	Q4	Q1	Q2	Q3	Q4
◆						
◆						












Budget

Expense	Low Projection	Mid Projection	High Projection
myDCPS Dashboard Development	\$50,000	\$80,000	\$110,000
myDCPS Ongoing Maintenance*	\$20,000	\$30,000	\$40,000
Parent Appreciation Packs			
Bags	\$30,700	\$39,850	\$45,700
Bracelets	\$15,350	\$19,900	\$21,400
Bumper Stickers	\$18,400	\$23,250	\$25,000
Written Materials	\$3,000	\$9,950	\$17,850
Principal Training Sessions	\$8,850	\$12,750	\$23,220
DCPS Star Story Management*	\$10,000	\$30,000	\$50,000
Total	\$156,300	\$245,700	\$333,170

*Note: Much of the work involved could potentially be performed by the additional communications staff recently brought on board within DCPS.



Each initiative has implementation costs and challenges

	Pull, not Push	Public, Effortful, Voluntary	Low Cost, High Feasibility	Challenges
Engage & Empower				Pull, Cost
Legacy, not Legend				Election, Media
Inform before Reform				Unpopular Decisions



Metrics to Gauge Success

Initiative	Measurement
myDCPS	<ul style="list-style-type: none">• # profiles created• # actions taken (e.g. through “Wish List”)• # volunteer titles issued• # users from different wards• # navigations from FB, Twitter to myDCPS• # navigations from myDCPS to Twitter
Existing Social Media	<ul style="list-style-type: none">• # positive Facebook, Twitter, YouTube posts• # users from different wards• Satisfaction level from existing web surveys
Parent Appreciation Packs	<ul style="list-style-type: none">• Observation of usage of bags, bumper stickers, and bracelets
Local/Nat’l Media	<ul style="list-style-type: none">• # articles on student achievement/DCPS
DKN & YouTube	<ul style="list-style-type: none">• # positive postings and hits on YouTube
Inform before Reform	<ul style="list-style-type: none">• # parents or community members who lead meetings

Next Steps

Next Steps: PRCs and After-School Programs

After engaging families, rebranding its image, and opening its lines of communication, DCPS will still have challenges:

- **The Parent Resource and Family Centers:**

- DCPS will need to revitalize these, but how? Possible solutions:
 - Relocate them outside of school buildings
 - Add day care component during fixed peak times of activity
 - Restructure curriculum and services in place
 - Use myDCPS and all communications to emphasize benefits of PRCs

- **DCPS After-School:**

- Catalyze CBOs to tap into local community more for both participants and volunteers
- Openly support most successful programs so that their success is tied to DCPS

OUR CHILDREN



DISTRICT OF COLUMBIA
PUBLIC SCHOOLS

OUR OPPORTUNITY



Appendix – Budget Calculations

Estimated Cost of Reusable Shopping Bags	Low Projection	Mid	High
Cost per bag	\$ 0.50	\$ 0.60	\$ 0.64
Students in DCPS	45,000	45,000	45,000
Teachers in DCPS	4,000	4,000	4,000
Principals	125	125	125
Aids, social workers, etc.	2,300	2,300	2,300
Distribute to community	10,000	15,000	20,000
Total estimated need	61,425	66,425	71,425
www.pouchdepotinc.com	\$ 30,713	\$ 39,855	\$ 45,712
Estimated Cost of Braclets	Low Projection	Mid	High
Cost per bracelet	\$ 0.25	\$ 0.30	\$ 0.30
Students in DCPS	45,000	45,000	45,000
Teachers in DCPS	4,000	4,000	4,000
Principals	125	125	125
Aids, social workers, etc.	2,300	2,300	2,300
Distribute to community	10,000	15,000	20,000
Total estimated need	61,425	66,425	71,425
www.wristbandconnection.com	\$ 15,356	\$ 19,928	\$ 21,428



Appendix – Budget Calculations

Estimated Cost of Bumper Stickers	Low Projection	Mid	High
Cost per bumper sticker	\$ 0.05	\$ 0.15	\$ 0.25
Students in DCPS	45,000	45,000	45,000
Teachers in DCPS	4,000	4,000	4,000
Principals	125	125	125
Aids, social workers, etc.	2,300	2,300	2,300
Distribute to community	10,000	15,000	20,000
Total estimated need	61,425	66,425	71,425
www.customizedstickers.com	\$ 3,071	\$ 9,964	\$ 17,856
Estimated Cost of Written Materials (bags)	Low Projection	Mid	High
Cost per set of written	\$ 0.05	\$ 0.15	\$ 0.25
Students in DCPS	45,000	45,000	45,000
Teachers in DCPS	4,000	4,000	4,000
Principals	125	125	125
Aids, social workers, etc.	2,300	2,300	2,300
Distribute to community	10,000	15,000	20,000
Total estimated need	61,425	66,425	71,425
www.pouchdepotinc.com	\$ 3,071	\$ 9,964	\$ 17,856
Estimated Cost of Princ. Training Sessions	Low Projection	Mid	High
# of princ	100	125	125
# of hours	2.5	2.5	4.0
Cost per hour (princ)	\$ 35	\$ 40	\$ 45
# of trainers	1	2	3
Cost per hour (trainers)	40	50	60
Total estimated need	8,850	12,750	23,220